Community Awareness Budget - FTF Directed Strategy

Budget Category	Description of Line Item	Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	
Educational reinforcement items	FTF branded educational reinforcement items	9,675.00
Scholastic Books	Scholastic Children's Books	11,305.00
Born Learning Materials		5,089.00
Printing of Collateral Materials		1,000.00
Event Participation		181.00
Event Sponsorships		1,750.00
FTF Hosted Events		-
OTHER OPERATING EXPENSES	Other Operating Sub Total	$ 1,000.00
Communtiy Awareness Equipment	Tripod and lense for iPhone, laptop speakers, 2-footed roll-up banner, Prize Wheel for FTF display table	1,000.00
Total		**$ 30,000.00**

Budget Narrative--provide description of the activities and rationale for funding level for each line item		
Educational Reinforcement Items	FTF-branded educational reinforcement items will be purchased over the course of the year to be utilized at community events such as: Head Start Resource Fairs, Health and Safety Fairs, community events centered on holidays, in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Onesies 1000 based on birth cohort, to be distributed through Summit Regional Medical Center and local pediatricians; dry erase boards; book stickers; and jumbo crayons. N*ote: bulk purchasing through FTF-wide buy will leverage additional quantities of each item.*	Onesies 1000@ 5.95 = $5950 Dry Erase Boards 300 @1.50 = $450 Book Stickers 7000 @ .35 =$2450 Jumbo Crayons 1100 = .75 = $825 Total: $9675
Scholastic Children's Books	Children's books to be distributed at: community fairs, ECE-related events, hosted tables such as Summit Regional Health Fair, White Mountain Regional Health Fair, White Mountain Bike Rodeo, Navajo and Apache County Fairs, in partnership with regionally funded programs, and other community events that are related to early childhood development and health. Books will also be used as incentives during the 2014 Needs and Assets Data Collection phase.	4 Scholastic books 5652 @ 2.00 = $11,305
Born Learning Materials	Playbooks, Kid Basics, Recipes for Learning to be used in partnership with our local health, child care, faith based, governmental and professional development partners *Note: Bulk purchasing through FTF-wide buy will leverage additional quantities of each item.*	Playbooks 6490 @ .10 = $649 Kid Basics 1140@ 2.93 = $3340 Recipes for Learning 25 @ 44.00 = $1100 Total = $5089
Printing of Collateral Materials	Printing of posters/banners/brochures/flyers, etc for events in which the Regional Council participates, or is a sponsor. May be utilized for materials for Week of the Young Child in 2014.	$1,000
Event Participation	Staff will be present and provide information regarding FTF programs and services. Activities may include booth/table at child care/family events, booth at health fairs or distributing fliers and other materials at community events.	$181
Event Sponsorships	The events will provide an opportunity for booths or tables where staff can share information about programs and services, distribute flyers and other materials, provide supplies for children's activities/events, hand out children's books, inclusion of FTF logo in event promotional materials, such as banners, programs and free or reduced registration fees for staff attendance, as well as other items to be negotiated. Sponsorship of the Northland Pioneer College Early Childhood Fair; Northeast Regional Science Fair and Festival in SFY2014.	$1,750
FTF Hosted Events	There are a great many events in the region that are opportunities for partnership, or sponsorship; therefore FTF hosted events are not necessary in SFY 2014.	0
Community Awareness Equipment	Prize wheel for table display, Tripod and lense set for Community Awarness iPhone to capture video, laptop speakers, 2-footed regional banner	Prize wheel @ $265 = $265 Tripod and lenses @ $100 = $100 Laptop Speakers @ $285 = $285 2-Footed Roll-up banner @ $350 Total = $1000